

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Monster Cable Products, Inc.		04/15/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Beats Electronics, LLC		
Street Address:	1601 Cloverfield Blvd		
Internal Address:	Suite 5000N		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77711842	TOUR	
CORRESPONDENCE DATA			
Fax Number:	(312)980-0728		
Phone:	312-269-8000		
Email:	mhall@ngelaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Michael G. Kelber		
Address Line 1:	Two North LaSalle Street, Suite 1700		
Address Line 2:	Attn: Trademark Administrator		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	22552.0701		
NAME OF SUBMITTER:	Michael G. Kelber		
Signature:	/Michael G. Kelber/		

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 REEL: 004633 FRAME: 0455

Date:

09/30/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This assignment is by and between Monster Cable Products, Inc. ("Monster"), ("Assignor"), and Beats Electronics, LLC. ("Beats") (Assignee).

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed in Schedule A hereto, including the corresponding U.S. and foreign applications identified in Schedule A (collectively, the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademarks, including without limitation the goodwill symbolized by the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, and/or other legal representatives in the registration and application set forth in Schedule A, and the right to sue and collect damages for past infringement of the Trademarks by any third party.

Monster Cable Products, Inc.

By: 

Name: Daniel Tognotti

Title: General Manager + VP

Date: 4/15/11

Beats Electronics, LLC.

By: 

Name: Simon Paley

Title: GM

Date: 7/22/2011

SCHEDULE A

MARK	JURISDICTION	SERIAL NUMBER	APPLICATION DATE
TOUR	United States	77711842	4/10/2009
TOUR	European Community	008611188	10/13/09